



# 47TH ANNUAL IAOM LATIN AMERICA REGION CONFERENCE & EXPO

FEBRUARY 6-8, 2024  
SHERATON MARIA ISABEL HOTEL  
CDMX, MEXICO

2024 EXHIBITOR PROSPECTUS

# An invitation to **SHOWCASE** your knowledge, products and services at the 47th Annual IAOM Latin America Region Conference & Expo

## IAOM Profile

The International Association of Operative Millers (IAOM) has been the leading provider of educational resources and training for the grain milling industry since its foundation in 1896. Through conferences, workshops, correspondence courses, short courses and publications, IAOM has played an integral role in the continued education and training of the professionals in this industry for over 120 years.

IAOM is an individual-based member organization with a 1,800-strong membership representing over 100 countries worldwide. With 12 districts in North America, and 4 international regions, IAOM provides an international forum for networking, the exchange of ideas, technical and educational opportunities, and the discovery of new products and services.

## Why Exhibit at the IAOM Expo?

IAOM's trade shows are always well attended and viewed as the industry's premier event in the targeted region. But, if that's not enough...

- ◆ It is a profitable investment. Your representatives can squeeze months of sales calls into just two productive days – gaining valuable direct exposure with the decision makers, and forming strong bonds and connections.
- ◆ Industry professionals count on the IAOM Expo to stay abreast of the latest trends. Showcase your new products and services by introducing a company innovation to an entire audience of prospective customers and gaining instant feedback.
- ◆ You will reinforce your company image in the minds and practices of industry professionals. As an IAOM exhibitor, you will benefit from excellent name recognition among the top milling companies in the world.
- ◆ At the 47th annual conference, your company will get the chance to explore a new market and meet potential clients within the familiar surroundings of an IAOM Conference & Expo.

## Traffic Generating Features

Exceptional exhibit hall attractions to increase traffic to your booth have been scheduled.

## Refreshment Breaks in Exhibition Area

Refreshment Breaks on Wednesday and Thursday.

## Raffles and Giveaways

Let IAOM know if you will be conducting any product raffles and/or giveaways. All exhibitors offering giveaways or raffles will be featured in a flyer distributed to all conference attendees. At 11 a.m. on Thursday, a representative from each participating exhibitor booth will be invited to the microphone on the exhibit floor to announce their raffle prize winner.

## Exhibit Hall Information

### Table Top Display Rental\*

\$1,200 for each table | Tables 3, 7, 8, 13, 14, 19 are reserved for Platinum Sponsors

*\*Any product displayed must fit on the table provided.*

## Exhibit Fees Include

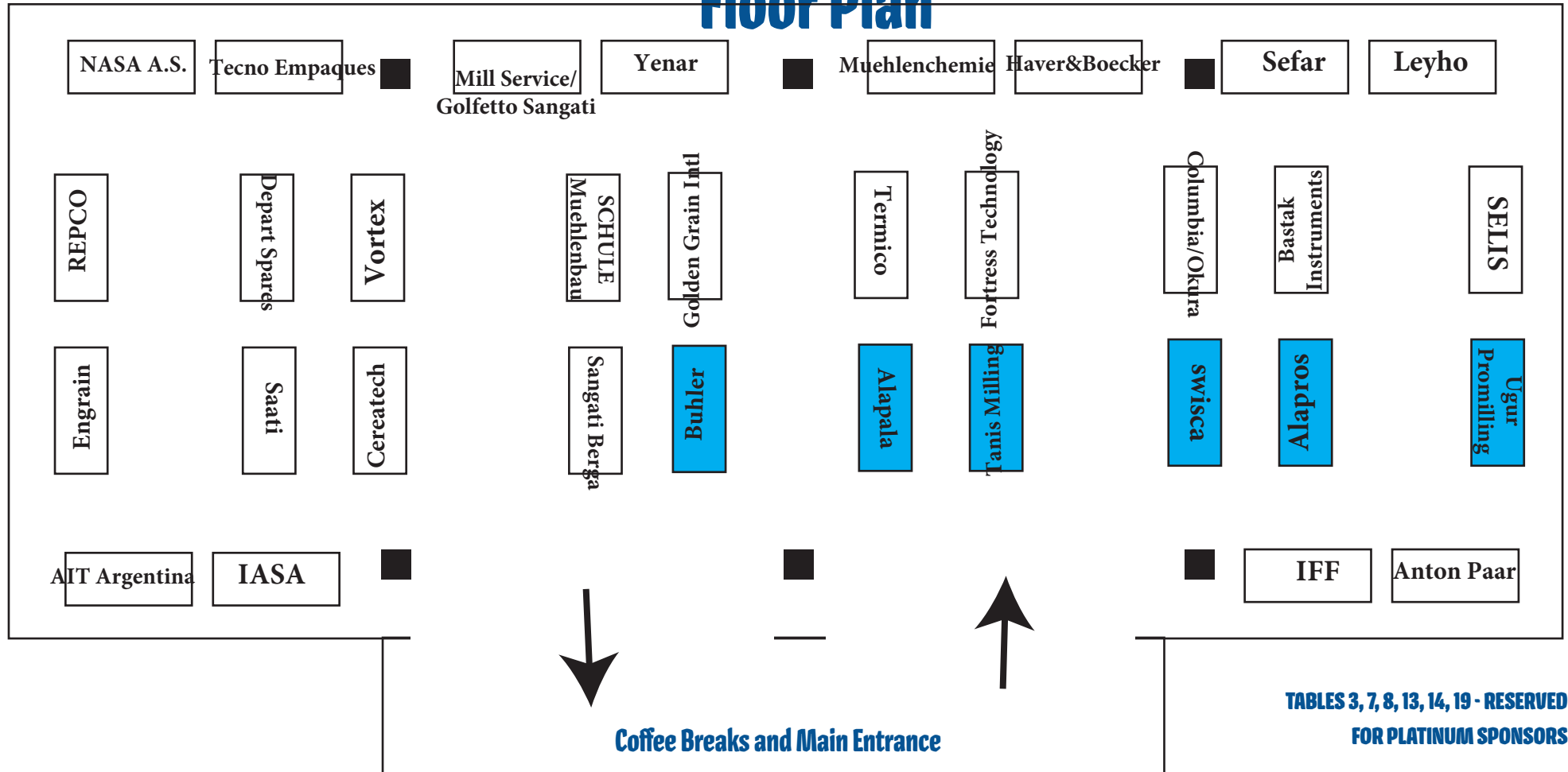
- ◆ Table with drape (~180 cm x 75 cm) and two chairs
- ◆ Company name in official conference program
- ◆ Company name listed on IAOM website
- ◆ Special discounted advertising rates in IAOM publications
- ◆ Two complimentary conference registrations per table
- ◆ Opportunity to introduce new product/service during What's New session
- ◆ Free conference access for 2 of your milling customers

## Exhibitor Benefits

- ◆ Over 3.5 hours of unopposed exhibition time
- ◆ Unequaled visibility with key decision makers
- ◆ Access to educational sessions
- ◆ Acknowledgement of conference exhibitors in conference promotional materials



# Floor Plan



## APPLICATION PROCEDURES AND SPACE REASSIGNMENTS

The Association reserves the right to determine the location of table assignments. Consideration will be given to applicant's participation in prior expositions and the date of receipt of the application in the IAOM office. Companies should be aware that prime space is typically assigned to companies that have a longer exhibit history. The floor plan has been designed to maximize the amount of exhibit space in conjunction with the Association's own needs on the exhibit floor. IAOM reserves the right to modify the exhibit hall floor plan, as necessary, to meet the needs of exhibitors, IAOM and the expo. ***Only registered attendees with an official conference badge will be admitted to Educational Sessions and the Expo. There will be no Expo-only passes or conference access for local distributors of exhibiting companies.***

***All exhibiting companies will need to register staff individually using the discount code provided to you by IAOM. Discount codes will be sent to the primary contact once the Exhibitor contract has been submitted and processed by IAOM.***

Application for exhibit space must be made in writing and include a completed contract and total amount due. Review the floor plan and indicate on the contract three (3) preferred locations for your exhibit. Table selection and exhibitor registration are also available at [www.iaom.org/latinamerica](http://www.iaom.org/latinamerica). New contracts will not be honored until all past due invoices with IAOM have been paid.

Rental fee includes one table, two chairs, uniform identification sign and two complimentary conference registrations. For additional equipment, please contact Whitney Fox at [DME@iaom.org](mailto:DME@iaom.org).

## EXHIBITOR CONTRACT

The undersigned exhibitor agrees to rent and occupy \_\_\_\_\_ table top display(s) as shown on the official floor plan from IAOM during the 2024 LA Expo. The undersigned further agrees to abide by the Rules and Regulations stated on this contract and to pay a rental fee in US dollars of \$\_\_\_\_\_ when the contract is submitted. Rental must be paid in full by January 19, 2024. If the invoice isn't paid in full by January 19, 2024, the selected booth will be released and the company will be contacted in priority-point order to reselect a booth space.

### ACCEPTANCE AS BINDING CONTRACT:

Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_  
E-mail \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ Phone \_\_\_\_\_  
Website Address \_\_\_\_\_

Signature by Authorized Representative

Date

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor.

COMPANY PROFILE: Please attach company profile (50-word limit) as it will appear in the official conference program (if received prior to January 19, 2024) to

DME@iaom.org

NAME OF COMPANY EMPLOYEE WHO IS AN IAOM MEMBER IN GOOD STANDING : \_\_\_\_\_

TABLE TOP RENTAL FEES: IAOM MEMBER RATES: Each Table: \$1,200 USD

NONMEMBER RATES: Those exhibitors that do not have an employee who is an IAOM member in good standing will be charged an additional \$100 per booth.

Please list the company(s) you would NOT want to be near : \_\_\_\_\_

Please indicate your first three table choices here

Billing Contact (if different from above): Name \_\_\_\_\_

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

The rental fee paid includes 1 table, 2 chairs and a uniform identification sign.

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

### METHOD OF PAYMENT:

☐ Check enclosed (Payable to IAOM, US funds only) ☐ Charge to following credit card: ☐ VISA ☐ MC ☐ Discover ☐ American Express

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Cardholder Name \_\_\_\_\_

CVV: \_\_\_\_\_ Cardholder Signature \_\_\_\_\_ Date Signed \_\_\_\_\_ Total \$ \_\_\_\_\_

☐ Wire Transfer

Contact IAOM for bank details.

Please mail all checks and a copy of signed contract to:

IAOM  
12351 W. 96th Terrace, Suite 100  
Lenexa, KS 66215  
Fax: +1 913-338-3553  
Email: DME@iaom.org

### Sponsorship Package (includes exhibition table)

☐ Platinum - \$5,000 ☐ Silver - \$3,000

☐ Gold - \$4,000 ☐ Bronze- \$2,500

If you would like to participate in the Exhibitor Raffle, please send the following information to IAOM by January 19, 2024, at IAOM: by email: DME@iaom.org or fax: 913-338-3553.

Exhibitor: \_\_\_\_\_ Booth number: \_\_\_\_\_

Raffle Prize/Giveaway: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact at the show: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Enhance your company's presence at IAOM's 47th Annual Latin America Region Conference & Expo by taking advantage of IAOM's high-impact sponsorship opportunities, which will give your company the competitive edge to stand out in the crowd. This premier educational event for grain milling and seed processing professionals presents the ideal setting for showcasing your company's products and services.

As an IAOM Sponsor, your company earns very tangible special benefits. Four different sponsorship levels are available:

### BENEFITS

|  | PLATINUM<br>(limit 6) | GOLD | SILVER | BRONZE |
|--|-----------------------|------|--------|--------|
| Exhibition Table   | ✓                     | ✓    | ✓      | ✓      |
| Additional complimentary registrations for exhibiting sponsors   | 1                     | 0    | 0      | 0      |
| Sponsor ribbon for all registered staff of sponsoring company    | ✓                     | ✓    | ✓      | ✓      |
| Sponsor acknowledgment on the official conference website        | ✓                     | ✓    | ✓      | ✓      |
| Listing in conference program                                    | ✓                     | ✓    | ✓      | ✓      |
| Special IAOM Certificate of Appreciation                         | ✓                     | ✓    | ✓      | ✓      |
| Listing in conference program with logo                          | ✓                     | ✓    |        |        |
| Hyperlink from official conference website to Sponsor's URL      | ✓                     | ✓    |        |        |
| Company PowerPoint slides (up to 10) displayed during breaks     | ✓                     |      |        |        |
| Exhibition table in prime location                               | ✓                     |      |        |        |
| Identified as Reception sponsor                                  | ✓                     |      |        |        |
| Free conference access for 2 of your milling customers (4 total) | ✓                     |      |        |        |
| Acknowledgment of sponsorship on social media                    | ✓                     |      |        |        |

**BUILD** and reinforce name recognition for your company and your products with more than 100 international milling industry professionals.

**ENHANCE** your visibility beyond the exhibit hall to achieve maximum exposure at the meeting.

**DEMONSTRATE** your support for the milling industry and commitment to education.

**PROMOTE** the latest in technological advances and research.

Exhibitors should plan to take advantage of the Exhibitor Raffle at the 2024 Latin America Region Conference & Expo in Mexico City. We would like to invite all exhibitors to announce the winners of their raffles and giveaways at the end of the expo at 11 a.m. on Thursday. We encourage all of our exhibitors to conduct a raffle. The size or amount of the raffle prize is less important than having as many exhibitors as possible participate in the process. Raffle prizes can be anything from goods or services that you provide, to sporting event tickets, gift certificates, cash, baskets of (fruit, coffee, etc.)... you get the idea.

The rules are relatively simple:

1. You supply the raffle prize.
2. You collect the business cards or entry forms used to identify potential winners.
3. Exhibitors may not enter other exhibitors' raffles.
4. The drawing must be held at the conclusion of the Expo, in full view of the participants and the winner must be an active IAOM member registered for the Conference AND be present in order to win the prize.

Exhibitors who have raffle prizes will be invited to the microphone. Exhibitors will be identified and thanked for their participation in the Expo. The exhibitor representative will draw the winning name in full view of the participants and award the raffle prize to the winner. In the event that the winner is not present, successive names will be drawn until a winner is found.

The Exhibitor Raffle drawings are key to holding the crowd through the end of the Expo. Please participate at whatever level you can. **To guarantee your raffle prize information is published in the program, it must be submitted to IAOM by January 19, 2024.**